

Example of a Long-Range Plan

Morgan County Library 2003 Goals and Objectives

Role: Popular Reading Materials

Goal: To promote library services

Objective 1: The library will promote new materials by showcasing them on the “New Books/Best Sellers/Librarian’s Choice” rack near the Front Check-out Desk.

Method of Evaluation: Barcodes of selected books will be logged onto a database so that we can track check-outs to measure circulation statistics of items on this display.

Cost: There will be no added cost involved outside of regular wage compensation.

Objective 2: The library will promote library services through monthly news articles. These articles will highlight new and popular materials.

Method of Evaluation: The library will keep a binder of the articles.

Cost: There will be no added cost involved outside of regular wage compensation.

Objective 3: The library will promote libraries and reading by doing book talks and programming outside of the library at least quarterly.

Method of Evaluation: The library director will keep track of these programs and the number of people who attend.

Cost: There will be no added cost involved outside of regular wage compensation.

Goal: To expand the collection of popular reading and other materials

Objective 1: The library will divide the budget into different spending areas and focus on the allocation of funds for popular materials for all age groups.

Method of Evaluation: The library director will produce a breakdown in the book budget for each area in the library and will show the actual expenditures at the end of 2003.

Cost: Up to \$8000 from the book and materials budget.

Objective 2: The library will continue to expand the audio and video collections in the library.

Method of Evaluation: The library director will chart the number of audios and videos added in 2003 along with the costs of adding them.

Cost: Up to \$3000 will be allotted from the regular book budget for these purchases.

Role: Community Information

Goal: *To serve as a resource for obtaining and providing community information to our patrons.*

Objective 1: To create a database of community resources in both print and electronic versions.

Method of Evaluation: Library director will present prototypes of these two versions to the Library Board members for their input and evaluation.

Cost: All costs will be taken out of the library budget.

Objective 2: To post the community information resources database on our website.

Method of Evaluation: Library director will present a prototype of the web version to the Library Board members for their input and evaluation.

Cost: Any cost not taken out of the library budget may be taken out of PLDG funds if existing database software can be added for under \$2000.

Objective 3: To obtain oral history interviews with area veterans for the Historical Society Collection through a partnership with the high school history classes.

Method of Evaluation: Historical Society Director will report quarterly to the library director regarding this project.

Cost: Any costs incurred will be taken out of the Historical Society budget.

Role: Community Activities Center

Goal: *To provide activities for individuals and families throughout the year.*

Objective 1: The library will hold three family programs throughout the year.

Method of Evaluation: The assistant library director will do an evaluation after each program, including attendance, public relations efforts used, type of program and ratio of cost per attendee and turn this into the library director.

Cost: Costs will be taken from a \$300 grant from the Ezra Jack Keats Foundation (application in process) and/or from the programming budget.

Objective 2: The library will hold a monthly book group sponsored by the Utah Humanities Council from January through October.

Method of Evaluation: The library director will evaluate attendance records and participant response after each meeting.

Cost: \$100 from the programming budget.

Objective 3: The library will sponsor a monthly writer's group meeting at the library.

Method of Evaluation: The library director will evaluate attendance records and participant response after each meeting.

Cost: \$100 from the programming budget.

Role: Preschoolers-to-Adults Lifelong Learning

Goal: To provide learning opportunities for patrons of all ages.

Objective 1: The library will continue to hold weekly children's story hours.

Method of Evaluation: The assistant library director will evaluate attendance records and participant response in a yearly report to the director each December.

Cost: \$500 from the programming budget.

Objective 2: The library will continue to sponsor an annual holiday reader's theater in conjunction with story hour programming, and presented by the children in one to two performances for library audiences.

Method of Evaluation: The assistant library director will evaluate attendance records and participant response in a yearly report to the director each December.

Cost: \$150.00 from the programming budget.

Objective 3: The library will continue to sponsor free basic and advanced computer classes every quarter.

Method of Evaluation: The library director will evaluate attendance records and participant response in a yearly report to the Library Board each January.

Cost: An initial outlay of \$100 for training materials taken from the programming budget.

Objective 3: In cooperation with the Senior Center, the library will sponsor free basic computer and Internet classes every quarter.

Method of Evaluation: The library director will evaluate attendance records and participant response in a yearly report to the Library Board each January.

Cost: An initial outlay of \$100 for training materials will be taken from the programming budget.

Objective 4: In cooperation with the area public schools, the library will sponsor free assistive technology lab training and student support.

Method of Evaluation: The library director will evaluate attendance records and participant response in a yearly report to the Library Board each January.

Cost: Cost: Up to \$8000 per year if a special library trainer is hired, from the proceeds of a CDBG or other grant request, if eligible, and/or regular library budget line items.

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